

Message Text

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PAGE 01 WELLIN 01911 01 OF 02 140722Z
ACTION EA-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 /038 W
-----006567 140822Z /21

R 140525Z APR 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
USICA WASHDC
INFO SECSTATE WASHDC 5362
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 01 OF 02 WELLINGTON 01911

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: KEYNOTE SEMINAR SESSION AT AM-TECH '78 EXHIBITION
- REQUEST FOR GUEST SPEAKER OR ELECTRONIC DIALOGUE

USDOC FOR ITA/BED/OIM - SILLOWAY
ICA FOR EA
CANBERRA FOR ICA
SYDNEY FOR MC

1. SUMMARY: THE "AM-TECH '78" SOLO EXHIBITION OF AMERICAN COMPUTERS, BUSINESS EQUIPMENT, AND HEALTH CARE EQUIPMENT IS TO BE HELD IN WELLINGTON UNDER COMMERCE DEPARTMENT SPONSORSHIP JULY 24-28. IT IS EXPECTED THAT 30 TO 40 AMERICAN FIRMS WILL TAKE PART, AND THE EXHIBITION WILL BE ACCOMPANIED BY A SERIES OF TECHNICAL SEMINARS. WHILE THE SEMINAR PAPERS WILL BE PRESENTED BY SPOKESMEN FOR THE PARTICIPATING COMPANIES, WE WOULD LIKE TO HAVE FOR THE INITIAL SEMINAR PRESENTATION THE MORNING OF JULY 25 WELLINGTON TIME (LATE AFTERNOON JULY 24 IN WASHINGTON) EITHER A
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TOP-FLIGHT U.S. SPEAKER TO DELIVER A PAPER IN WELLINGTON OR AN ELECTRONIC DIALOGUE HOOKUP WITH SUCH A SPEAKER IN THE U.S. IN THE FORMER INSTANCE, PERHAPS OUR COLLEAGUES IN AUSTRALIA MIGHT BE INTERESTED IN INVESTIGATING THE POSSIBILITY OF USING SUCH A PERSON AS A VOLUNTARY SPEAKER. END SUMMARY.

2. IN COOPERATION WITH THE U.S. MISSION IN NEW ZEALAND AND THE U.S. MARKETING CENTER IN SYDNEY, THE U.S. DEPARTMENT OF COMMERCE IS ORGANIZING A MAJOR SOLO EXHIBITION OF AMERICAN HIGH-TECHNOLOGY EQUIPMENT TO BE HELD IN WELLINGTON JULY 24 THROUGH 28. THIS EXHIBITION, KNOWN AS "AM-TECH '78", WILL FEATURE THREE PRODUCT THEMES - COMPUTER AND RELATED PERIPHERAL EQUIPMENT, BUSINESS EQUIPMENT AND SYSTEMS, AND HEALTH CARE EQUIPMENT AND SYSTEMS. IN WASHINGTON, THE EXHIBITION IS BEING ORGANIZED UNDER THE GUIDANCE OF MRS. LOREE SILLOWAY, COUNTRY MARKETING MANAGER FOR AUSTRALASIA IN THE DEPARTMENT OF COMMERCE.

3. EMBASSY WELLINGTON AND MRS. SILLOWAY'S STAFF ARE WORKING TOGETHER IN A SERIES OF TECHNICAL SEMINARS TO ACCOMPANY THE PRODUCT EXHIBITION. AS PRESENTLY ENVISAGED, THE INDIVIDUAL SEMINAR PAPERS WILL BE PRESENTED BY REPRESENTATIVES OF THE PARTICIPATING FIRMS, PROBABLY ON JULY 25, 26, AND 27 LOCAL TIME. EACH SEMINAR PAPER WOULD BE PRESENTED IN 20 TO 30 MINUTES, AND WOULD BE FOLLOWED BY A QUESTION-AND-ANSWER SESSION; THE TOTAL TIME FOR EACH SESSION WOULD BE HELD TO 45 MINUTES, WITH SUCCEEDING SESSIONS SCHEDULED AT HOURLY INTERVALS. A SIMILAR SERIES OF SEMINARS HELD IN CONJUNCTION WITH AM-TECH '76 IN AUCKLAND WAS A MAJOR SUCCESS IN ITS OWN RIGHT, AND A UNCLASSIFIED

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MAJOR DRAWING CARD TO THE PRODUCT EXHIBITION.

4. FOR AM-TECH '78, WE WOULD LIKE TO HAVE AN INTERNATIONALLY-KNOWN SPECIALIST IN ONE OF THE THREE PRODUCT AREAS FROM THE U.S. AS A KEYNOTE SPEAKER. THIS COULD EITHER TAKE THE FORM OF THE INDIVIDUAL COMING PHYSICALLY TO WELLINGTON TO DELIVER HIS PAPER JULY 25 LOCAL TIME, OR AN ELECTRONIC DIALOGUE OR COMBINATION VTR/ELECTRONIC DIALOGUE PRESENTATION TO BE SCREENED HERE THE MORNING OF JULY 25, WHICH WOULD BE LATE AFTERNOON JULY 24 WASHINGTON TIME. WE WOULD ENVISAGE, FOR EXAMPLE, A TOP OFFICIAL OF A MAJOR MEDICAL SCHOOL OR INSTITUTION (JOHN HOPKINS, MAYO CLINIC, BETH ISRAEL HOSPITAL); THE SURGEON GENERAL OF THE UNITED STATES; DR. WILLIAM CHADRICK OF THE VETERANS ADMINISTRATION HOSPITAL IN BUFFALO, A WORLD PIONEER IN PACEMAKER IMPLANTATION; THE PRESIDENT OF THE AMA, OR SOMEONE OF EQUAL STATURE WHO WOULD BE PREPARED TO DELIVER AN OVERVIEW ADDRESS ON THE LATEST TECHNIQUES AND TECHNOLOGIES IN HEALTH CARE. ALTERNATIVELY, A SPEAKER WHO COULD DELIVER A COMPARABLE INTRODUCTORY PRESENTATION ON COMPUTERS AND THEIR APPLICATION OR

ON THE LATEST DEVELOPMENTS IN BUSINESS EQUIPMENT
WOULD BE EQUALLY WELCOME. SUCH A SPEAKER WOULD BE
PROGRAMMED BY ICA WITH OTHER AUDIENCES AS WELL.

5. WE BELIEVE IT IMPORTANT THAT SUCH A SPEAKER NOT BE
RECRUITED FROM AMONG THOSE FIRMS EXHIBITING AT
AM-TECH. BY AVOIDING THAT TEMPTATION, WE AVOID THE
PROBLEM OF GIVING MORE RECOGNITION TO ONE EXHIBITOR
THAN TO ALL THE OTHERS. IN ADDITION, WE ENVISAGE THE

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KEYNOTE SPEAKER AS SETTING A FRAMEWORK WITHIN WHICH
THE INDIVIDUAL SEMINAR PAPERS ON SPECIFIC TOPICS COULD
THEN FOLLOW. WE ARE LOOKING FOR AN INDIVIDUAL OF
INTERNATIONAL RENOWN WHO COULD GIVE A BROAD OVERVIEW
ON THE "STATE OF THE ART" IN ONE OF OUR THREE
PRODUCT CATEGORIES.

6. WE WOULD BE GRATEFUL IF USDOC AND ICA COULD
JOINTLY CONSIDER THIS REQUEST. WE WOULD ALSO BE
GRATEFUL IF EMBASSY CANBERRA COULD GIVE THOUGHT AS TO
WHETHER IT MIGHT BE ABLE TO USE SUCH A SPEAKER, AS WELL.
REQUEST INDICATION ASAP AGENCIES' AND CANBERRA'S
INITIAL REACTIONS TO THIS REQUEST. HEALY

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